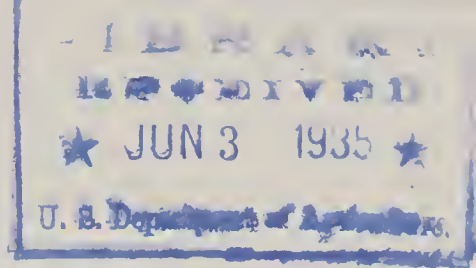


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



The Villa Park Evergreen Company

520 South Princeton Avenue

Villa Park, Illinois



Spring 1935

To our Old and New Customers:

Each year since we started, our business has shown a definite increase in volume. Even during the depression our business has steadily grown, thanks to the everincreasing number of friends and satisfied customers. To them and to our prospective customers we dedicate this bulletin.

New and rare evergreens are listed, also many valuable Special Offers. Prices are still low, so that almost anyone can afford to plant at least a few evergreens. The trees we sell are not small seedlings, but sturdy, several times transplanted evergreens with an especially well developed root system. Most of them are large enough to be planted around the home.

Even a few evergreens will add distinction and beauty to your home and also increase its value.

May we again advise you to send orders early as in the last few years we were completely sold out before the end of the season.

Very truly yours,

THE VILLA PARK EVERGREEN COMPANY

Our Friendship Offer

\$1.00 Post Paid

SPECIAL OFFER NO. 3

- | | | |
|------------------------|---|----------------------|
| 1 Douglas Fir | } | 6 years old, |
| 1 Savin Juniper | | 2 times transplanted |
| 1 Black Hills Spruce | | 1 to 1½ ft. high |
| 1 American Arbor Vitae | | Bushy trees |

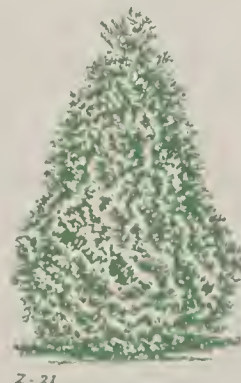
ALL FOUR ONLY—\$1.00 Postpaid



Douglas Fir



Savin Juniper



American Arbor Vitae



Black Hills Spruce

You will do your neighbor a favor by showing him this circular!

Our Colorado Blue Spruce Offer



Colorado Blue Spruce

SPECIAL OFFER NO. 4

The Colorado Blue Spruce is really the aristocrat of the evergreens. Its shiny blue color is a sight worthy to behold. Wherever planted the Colorado Blue Spruce will always be a mark of distinction. Its growth is upright and conical, rigid, stern and unyielding. It will do well in any situation.

3 COLORADO BLUE SPRUCE

Fine bushy trees, 7 years old, 3 times transplanted, average height 1 foot. The biggest value ever offered. **3 FOR ONLY \$1.00**

Post Paid

The color of the Colorado Blue Spruce is similar to the "Bloom" or sheen on a grape or plum. It is a powdery substance that can be wiped off the needles. This accounts for the trees losing color after a hard winter of snow and ice. The new growth again shows the blue color, which gradually changes during the season until only a bluish tint remains. The trees we offer are grown from seed taken from especially selected Blue Spruces. It must be remembered that only a certain percentage will grow into "Blue Shiners." In young trees the blue color is less distinct but should get more pronounced as they grow older. We mention these facts so that our customers will not be disappointed upon delivery of the trees.

SUMMER HOME OFFER SPECIAL OFFER NO. 5

"The Murmuring of the Pines" is the atmosphere a Summer Home should breathe; a place of rest, away from the hustle and bustle of every day. With this in mind we made up a collection of evergreens especially suitable for the Summer Home. They are a hardy lot, do not need too much care and attention and as the years roll by, will grow into beautiful specimens, making the finest improvement for any Summer Home.

2 Scotch Pine	} ALL 6 ONLY \$2.25
2 Pfitzer Juniper	
2 No. Wisconsin Red Cedar	
Post Paid	

These trees are 6 years old, twice transplanted.
Average height 1½ to 2 ft., spread 1¼ ft.



CEMETERY EVERGREEN OFFER SPECIAL OFFER NO. 6

This is a Special Offer of evergreens which are especially suitable for cemetery planting. The Yews have long been known as everlasting trees and are symbolic of the "Life Everlasting." They will beautify the final resting place of those near and dear to you and indicate your continued thoughtfulness and memory of them.

2 Hicks Yew	} ONLY \$1.65
2 Japanese Spreading Yew	
Post Paid	

Average height or spread one ft.
6 years old, 2 x transplanted.



COLLECTION FOR THE NORTHSIDE OR OTHER SHADY SPOTS

SPECIAL OFFER NO. 7

The two pictures below illustrate the right and wrong way to plant the Northside of the house better than words can describe. As a rule shade prevails all day long on the Northside and in the majority all plantings present an unhealthy appearance. This is not necessary, for there are proper methods of planting. By selecting shade tolerating plants, the Northside of the house can be transformed into a beautiful scene. Compare the two pictures below and you will at once understand why we urge you to order our collection of evergreens for the Northside of the house and other shady spots.

2 Japanese Upright Yew
2 Pfitzer Juniper
ALL 4 ONLY

\$1.50

Post Paid

Average height, 1 foot, spread 1—1 ¼ ft. 6 years old, twice transplanted.



This picture shows the wrong planting for the Northside. The plants you see here do not like shade and naturally have a scraggy, unhealthy appearance.



Here we see how beautifully even the Northside can be made to appear by selecting the right kinds of plants.

WHITE OR CONCOLOR FIR OFFER SPECIAL OFFER NO. 8

The past hot and dry summer again demonstrated the heat and drought resistant qualities of the White Fir. It is one of the most beautiful evergreens. Given plenty of room it will grow into a fine symmetrical specimen. Some of the White Fir have the same bluish tint as the Colorado Blue Spruce. The trees we offer are especially sturdy trees with a strong root system.



2 White Fir
6 years old
2 x transplanted
1—1 ½ ft. high

ONLY

\$1.00

Post Paid

A Real Value



White or Concolor Fir

OUR YEW COLLECTION

SPECIAL OFFER NO. 9

In order to have our customers get acquainted with the fine qualities of the Yew family of evergreens, we have arranged a special assortment of the leading Yews. Only recently have the Yews received the appreciation they so rightly deserve. Their beautiful dark green color combined with their hardiness and ability to grow even in the deepest shade will make them very popular once these facts are more widely known. In every evergreen planting there should be a few Yews included.

1 Japanese Upright Yew
1 Japanese Spreading Yew
1 Japanese Dwarf Yew
1 Hicks Yew
1 English Spreading Yew
1 English Goldtip Yew

THESE 6 FINE YEWS ONLY

\$2.50

Post Paid

They are 2 times transplanted trees, average height or spread ¾ to 1 ft.

A Collection of Outstanding Value

ROCKGARDEN PLANTS

Many of our Customers who have admired our Rockgarden have asked us to sell them some of our plants. In order to meet this demand we herewith offer some of the choicest and rare Rockgarden plants at very reasonable prices.

Aster—Mauve Cushion.—When most flowers have faded away this late Aster will give new color to your Rockgarden in the last sunny Autumn days, when flowers are most appreciated. Soft mauve flowers with silvery white reflection, measuring over one inch and a half in diameter, are produced in such profusion as to entirely cover the plant. Blooms in October and November. EACH 20c.

Cerastium Tomentosum (Snow in Summer).—Silvery white foliage, small white flowers during May and June. A low growing, spreading plant. EACH 15c.

Dicentra Eximia (Plumy Bleeding Heart).—A rare dwarf growing sort of the old favorite, a most excellent rock or border plant. Lovely fernlike leaves, showy racemes of pretty pink flowers from Spring until frost. Easy to grow in sun or shade. EACH 25c.

Dianthus (Pinks).—Give color to the Rockgarden in Mid-Summer.

Deltoides (Maiden Pinks).—A prostrate plant, small crimson flowers during June and July, easily grown on rockery. EACH 20c.

Plumarius (Old fashion Pinks). Pink flowers during the entire Summer. EACH 15c.

Helianthemum (Sun or Rock Rose).—One of the best of all Rockgarden plants. Evergreen leaves, brilliant shades of flowers all summer.

Clara Middleton—Single rich orange. EACH 25c.

Fireball—Bright scarlet double flowers. EACH 25c.

Mutabilis—Hybrid of rose, white and yellow flowers. EACH 25c.

Dwarf Iris—There is an ever increasing demand for the lovely dwarf Iris, which is so charming either in the Rockgarden or as an edging.

Aurea—Dwarf yellow.

Cyanea—Dwarf blue.

The Bride—Dwarf white.

Purple—Dwarf purple.

Each 15c, all four 50c. Be sure to order this collection for your Rockgarden.

Linum (Flax) Perenne—Pale blue or white flowers on graceful stems, fine cut foliage. EACH 15c.

Lychnis (Campion or Catchfly). **Alpine**—A charming plant for the border or Rockgarden, producing deep pink flowers in June. EACH 15c.

SCOTCH HEATHER (*Calluna Vulgaris*)

Here is a gem for the Rockgarden, a rare beauty. The pretty bell shaped flowers of a rose, pink color occur in great profusion toward tops of the shoots from early Summer until late in Fall. Likes shade and semi-shade. Should be planted in every Rockgarden as a mark of distinction. Good sized plants. EACH 35c.

The majority of the illustrations in this bulletin are drawn from nature, of specimens growing in our garden, by the well known artist Wolfgang Wittich.

Mertensia—Virginica (Virginia Blue Bells)—Flowers porcelan blue, turning pink with age. Grows one to two ft. high. Pretty in a corner of the Rockgarden or the open border. Blooms in April and May. Likes either sun or shade. EACH 20c.

Nepeta-Mussini (Ground Mint)—A good rock or border plant. Brings forth masses of lavender blue flowers all Spring and intermittently during Summer. A splendid ground cover and does well in any soil and position. EACH 15c.

Phlox-Subulata (Creeping Phlox)—No Rockgarden is complete without these flower gems of Spring. Pretty moss-like, evergreen foliage, hidden under masses of bloom in April and May.

Alba—Pure white, a neat compact plant. EACH 20c.

Rosea—Rose pink, fine for covering banks. Thrives in hot, dry situations and blooms profusely. Ea. 20c.

Vivid—The prettiest of all, bright pink with red eye. The finest free flowering dwarf Phlox in existence. EACH 30c.

Phlox Divaricata Canadensis—One of the native species, fine with tulips, begins to bloom in April and all through May. Large lavender flowers on stems 10 inches high. EACH 15c.

Primula Auricula (Primrose)—The true alpine species. Yellow flowers in early Spring. Suitable for

the rockery, the waterside or the border. Likes a shady position. EACH 25c.

Tunica-Saxifraga (Coatflower)—A pretty plant with grasslike foliage, producing pink flowers on wiry stems during the entire summer. EACH 15c.

Saxifraga Rosea Flore Pleno—This is a lovely double variety of the above, brings forth rose pink flowers all Spring and Summer. This makes it a most suitable plant for the rockery. Very scarce at present. EACH 40c.

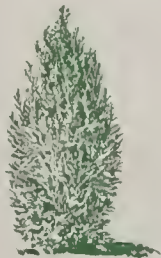
Veronica (Speedwell) Rupestris—A fine rockery plant, growing 3—4 inches high, thickly matted deep green foliage, hidden in early June under a cloud of bright blue flowers. EACH 20c.

Viola Cornuta—This is a good plant for the Rockgarden or border, will bloom from May until October if sheared several times during the season so that the flowers do not go to seed. Mixed colors. EACH 20c.

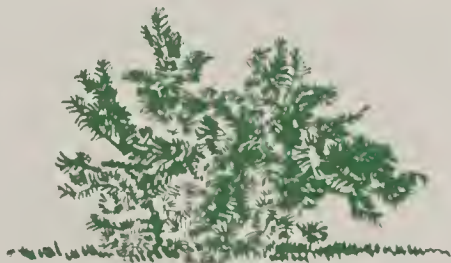
If Rockgarden plants are ordered with evergreens they will be sent postpaid. If ordered alone, shipment will be made by express, not prepaid.



Mugho Pine



Spiny Greek Juniper



English Spreading Yew

OUR ROCKGARDEN TRIO SPECIAL OFFER NO. 10

Rockgardens are becoming more popular every year. There are quite a number of evergreens suitable for this purpose, but naturally only dwarf varieties should be used. Our collection is a splendid one, each one a beauty. If you have a Rockgarden do not fail to order.

1 Mugho Pine

1 Spiny Greek Juniper

1 English Spreading Yew

6 years old, 2 times transplanted, average height or spread 1 ft.

ALL 3 ONLY \$1.00 POST PAID

GENERAL PRICE LIST

of

EVERGREENS

WE OFFER:

Junipers:

Pfitzer Juniper	xx	1	—1 ¼ ft.	@	\$0.45
Irish Juniper	xx	1	—1 ½ ft.	@	.40
Polish Juniper	xx	1	—1 ½ ft.	@	.45
Savin Juniper	xx	1	—1 ¼ ft.	@	.40
Andorra Juniper	xx	1	—1 ½ ft.	@	.45
Ashford Juniper	xx	1	—1 ½ ft.	@	.50
Waukegan Juniper	xx	1	—1 ¼ ft.	@	.45
Japanese Juniper	xx	1	—1 ¼ ft.	@	.45
Chinese Juniper	xx	1	—1 ½ ft.	@	.45
Swedish Juniper	xx	1	— ft.	@	.35
Sargent Juniper	xx	¾	— ft.	@	.35
Spiny Greek Juniper	xx	1	— ft.	@	.40

Spruce:

Colorado Blue Spruce	xxx	1	— ft.	@	.45
White Spruce	xx	1	—1 ¼ ft.	@	.30
Polar Spruce	xx	1	—1 ½ ft.	@	.40
Black Hills Spruce	xx	1	—1 ½ ft.	@	.40
Japanese Spruce	xx	¾	— ft.	@	.35

Pine:

Mugho Pine	xx	1	— ft.	@	.35
Austrian Pine	xx	1	—1 ½ ft.	@	.40
Scotch Pine	xx	1 ½	—2 ft.	@	.45
White Pine	xxx	1 ½	—2 ft.	@	.50

Yews:

Japanese Upright Yew	xx	1	— ft.	@	.45
Japanese Spreading Yew	xx	¾	— ft.	@	.45
Japanese Dwarf Yew	xx	½	— ft.	@	.45
Hicks Yew		1	—1 ¼ ft.	@	.55
English Spreading Yew	xx	¾	— ft.	@	.45
English Goldtip Yew	xx	¾	— ft.	@	.45

Firs:

Douglas Fir	xx	1	—1 ½ ft.	@	.45
White Fir	xx	1	—1 ½ ft.	@	.60
Hemlock	xx	1	—1 ½ ft.	@	.45
Northern Wisconsin Red Cedar	xx	1 ½	—2 ft.	@	.45
Goldtip Retinospora	xx	1	—1 ¼ ft.	@	.45

Each (x) means times transplanted.

The Villa Park Evergreen News

Published by

THE VILLA PARK EVERGREEN CO.

520 South Princeton Avenue

Villa Park, Illinois

Vol. II

Spring 1935

No. 4

WHY EVERGREENS DIE!

There are several reasons why evergreens die. Usually the nursery-man is blamed and accused of selling poor stock, but in most cases the fault lies somewhere else. We will enumerate some of the causes and list them in the order of their importance.

Incorrect planting.—More evergreens die from incorrect planting than from any other cause. Often, quite too often, the hole is not dug large enough, the earth is not tamped down hard enough or the tree is set either too low or too high. Almost any nursery has printed planting instructions and it is of greatest importance to follow them very minutely.

Dogs.—Numerous evergreens have been killed by dogs, especially in cities. Dogs injure the lower branches of trees, causing them to turn brown. This repeated injury finally kills the tree. There are several good remedies on the market now which will keep dogs away from evergreens, also a wire protection or the planting of a low barberry hedge in front of the evergreens may be used.

Dry Weather.—Except for drought and abnormally hot spells as we had last year, it is really not the dry weather which kills the evergreens, it is rather neglect in proper watering. During the first year and especially during dry weather, evergreens should have a good soaking with water once every week. Sprinkling them a little every day will not do, the ground must be thoroughly soaked. This is best done in the morning or in the evening. Never do it in the bright, hot sun as this may burn the foliage. A pail of water has saved many an evergreen. Also keep the ground around the evergreens cultivated. This is of greatest importance as it preserves the moisture.

Winter Killing.—This cause of death is either due to the dry blasty winds of winter, or the "heaving out," due to alternating frost and thawing. Both causes can be prevented. Newly planted evergreens should have an especially good soaking with water just before heavy frost sets in. To prevent heaving out newly planted evergreens should have a mulch of dead leaves or straw around them, at least 8—10 inches deep.

Wrong Location.—Some attention must be paid to the proper location. It will not do to plant evergreens under bushes where they will not receive light or air. Never plant them too near the walls of the house. They should be at least 2—3 feet from the foundation. There should also be a fairly good drainage.

Improper Soil.—Evergreens will grow in any ordinary garden soil. Quite a few evergreens however die because they are planted around the house where beneath the surface cement, lime, cinders, broken bricks and other leftovers from the builders are found. These must be removed and replaced with good garden soil.

Insects, Pests and Diseases.—Evergreens are fortunately comparatively free from insects and diseases. The best means to prevent death from these causes is to keep the evergreens well watered, especially in dry weather. This is cheaper and more effective than all the chemicals and poisonous sprays.

OUR JUNIPER COLLECTION

Special Offer No. 11

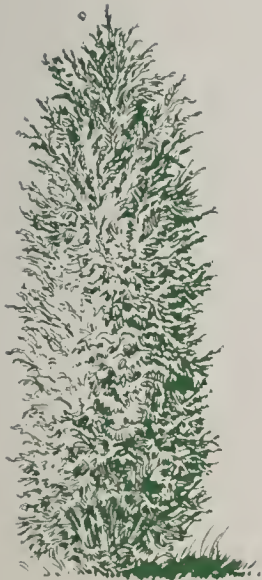
This is a most remarkable offer. The finest Junipers are made available at a great saving to you. One would have to search the country to obtain such a wide variety of Junipers. There are erect growing types as well as the spreading or creeping varieties. All have proven hardy. We urge our customers to order this collection of outstanding value.

1 Polish Juniper	1 Japanese Juniper	} ALL 6 ONLY \$2.50
1 Andorra Juniper	1 Ashford Juniper	
1 Chinese Juniper	1 Waukegan Juniper	

Post Paid

They are 6 years old, 2 x transplanted, average height 1—1½ ft., average spread 1—1¼ ft.

A REAL VALUE



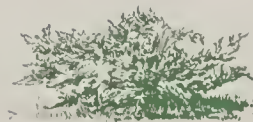
Polish Juniper



Andorra Juniper



Chinese Juniper



Japanese Juniper



Ashford Juniper



Waukegan Juniper

TO OUR FRIENDS,

OLD AND NEW

Our evergreens can be successfully transplanted in Spring and in Fall. The Spring planting season starts about the first of April and lasts until the beginning of June. The Fall planting season starts early in September and lasts until the ground freezes solidly.

Our trees are packed in damp moss and wrapped in waterproof paper. Shipment will be made at the proper time for planting.

If any stock proves untrue to name it will be either exchanged or purchase price will be returned, but in no case will we be responsible for any sum greater than the original purchase price.

We guarantee our trees to be free from disease and in the best growing condition, but we do not give any guarantee as to the growth of stock. Your care will determine your success in growing any plant or tree.

No order accepted under \$1.00 and please do not send stamps.

We will pay all shipping charges except were noted otherwise.

Detailed planting instructions are furnished with each order.

DOGS AND EVERGREENS

Dogs continuously harm evergreens, in fact many a fine evergreen has been destroyed by dogs.

Various protective means have been employed, however most of them have been of little or no avail.

The United States Department of Agriculture has made some researches along this line and suggest the use of a Nicotene Sulphate spray to solve this problem and reports that its use is very effective. Dogs and also cats will find the odor of Nicotene Sulphate very repulsive and will avoid the neighborhood of the sprayed areas.

Nicotene Sulphate for this purpose comes in a 40 percent solution. A few drops of this solution in a pint of water will make a strong enough spray to keep dogs away from evergreens, shrubs or flowers. It will not hurt the plants, in fact it will be beneficial as it kills many kinds of insects and pests.

We have prepared a special outfit consisting of 2 ounces of 40 percent Nicotene Sulphate, a strong hand sprayer and a medicine dropper with all necessary instructions. The price is \$1.00 per outfit. It cannot be shipped by mail, but will be sent by express, not prepaid.

KEEP DOGS AWAY FROM EVERGREENS

PLANTING

DIRECTIONS

The chief care to be taken during planting operations is to prevent the drying out of the roots. The fine rootlets of the young trees are extremely delicate and may be seriously injured even by a few minutes exposure to the sun or drying winds. It is best to keep the trees in an ordinary pail with enough muddy water to cover the roots. Trees should not be kept lying on the ground while a hole is being dug.

The hole should be made large enough to receive the roots without cramping them. The roots are inserted in the hole, spread out and loose soil firmly tamped with the hands. The tree should be set upright and planted to the same depth at which it grew in the nursery. This depth is indicated by a ring of light bark around the tree at ground level.

A test of proper planting is to give each tree a slight tug after setting. If the tree pulls up, it is not properly set. Failure to set the tree firmly and at the right depth usually results in death or stunting. After the tree is planted it should be watered and judicious watering should be done at least once each week, especially during the first year. Keep the ground around the tree cultivated. It keeps the weeds down and preserves the moisture.

